

ABSTRAK

Komunikasi Humas Pemerintah dalam Penanganan Isu (Studi Kasus Humas BNN RI dalam Menangani Isu Legalisasi Ganja Medis pada periode Juni – Juli 2022)

Aksi seorang ibu yang mengupayakan pelegalan ganja medis untuk pengobatan anaknya viral di media sosial pada momen Hari Anti Narkotika Internasional tahun 2022. Eksposur tentang isu legalisasi ganja medis ini berakibat pada tingginya interaksi di platform media sosial Badan Narkotika Nasional melalui kolom komentar yang pada saat itu tidak mendapatkan tanggapan dari Humas BNN RI. Penelitian kualitatif ini bertujuan mengidentifikasi tahapan strategi komunikasi Humas BNN RI dalam penanganan isu, serta ragam alasan yang melatarbelakangi strategi tersebut. Pengambilan data menggunakan wawancara non-partisipatif kepada pegawai Humas BNN RI didukung dengan data sekunder berupa publikasi pemberitaan media dan dokumentasi digital media sosial. Analisis menggunakan kerangka konsep strategi komunikasi humas pemerintah dan konsep penanganan isu, dari hasil penelitian ditemukan bahwa Humas BNN RI telah melakukan tahapan strategi penanganan isu mulai dari riset, analisis situasi, penentuan tujuan, pengembangan key messages, serta pemilihan strategi dan taktik komunikasi yang terukur. Humas BNN RI juga menekankan argumentasi bahwa belum ada wacana untuk melegalkan ganja berdasarkan undang-undang serta untuk kepentingan kemanusiaan yang lebih luas yaitu melindungi generasi bangsa dari penyalahgunaan narkoba. Instansi juga tidak merespon isu melalui media sosial, namun memilih media televisi dan media pemberitaan online untuk menanggapi isu agar menjangkau audiens lebih luas serta dapat dimanfaatkan sebagai narasi tunggal bagi BNN di wilayah provinsi dan kabupaten/kota.

Keyword: *humas pemerintah, penanganan isu, ganja medis*

ABSTRACT

Government PR's Communication in Handling Issues (Case Study: BNN RI's Public Relations in Dealing with the Issue of Medical Marijuana from June to July 2022)

A mother of cerebral palsy child had a viral demonstrative action to fight for medical marijuana in the midst of car free day crowd at June 26, 2022, on the same day as The International Day Against Drug Abuse and Illicit Trafficking. The BNN RI's social media platform saw a large degree of activity once this topic—the legalization of medical marijuana—was brought to light. At the time, their public relations department did not respond to any of the comments. This qualitative study aims to examine the many factors that led to the communication techniques used by the BNN RI Public Relations Department at various phases in resolving the problem. Data collection was conducted through interviews and supported by secondary data such as media publications and digital social media documentation. Using the conceptual framework of government public relations communication strategy and issue management concepts, the analysis reveals that the BNN RI's PR has undertaken stages of issue management strategy, ranging from research, situational analysis, goal setting, development of key messages, and the selection of measurable communication strategies and tactics. Additionally, they underlined the ideas that current legal framework prevented any discussion of marijuana legalization and that it was in the best interests of mankind to prevent drug consumption among the nation's future generations. In order to reach a wider audience and use it as a unifying narrative for the BNN in provincial and municipal areas, the agency chose not to respond to the issue through their social media, but rather through television and online news media.

Keyword: government public relations, issues management, medical marijuana